

Sample JPP Project Evaluation Tools

The following are sample JPP project evaluation tools, and the instructions for using each. If you are using print media to market/promote visits to your region, we recommend that you look at our demonstration *conversion* form.

A **web site tracking** form has been provided for you to maintain a record of visits generated by your internet advertising.

If the goal of your project is to increase trips by certain visitor segments, you should consult our **visitor survey** form to determine your level of success.

For those of you who are distributing brochures, INHS has provided a *new* technique to evaluate **brochure** effectiveness.

If the purpose of your project is to increase the number of overnight visits to your area, a **lodging occupancy** form has been provided to determine whether overnight visitation has increased or decreased.

Finally, for those of you who want to determine which of your advertising/marketing initiatives is most cost-effective, a **cost-per-inquiry** form has been supplied.

You should determine which of these forms to use to best evaluate your JPP project. Or, you may design your own. However, regardless of the approach you take, you must obtain final approval of your plan by contacting INHS (535-2364 or mokrant@plymouth.edu)